



NATIONAL CAPITAL REGION

TRANSPORTATION PLANNING BOARD

June 15, 2015

Jack Requa
Interim General Manager
Washington Metropolitan Area Transit Authority
600 Fifth Street, NW
Washington, D.C. 20001-2693

Dear Mr. Requa:

On behalf of the Transportation Planning Board (TPB) I am happy to inform you that the TPB will be launching its "Street Smart" Pedestrian and Bicycle Safety Campaign in FY 2016. This region-wide campaign promotes safety for Pedestrians and Bicyclists including WMATA's transit riders as they walk or bike to and from bus stops and Metrorail stations. The regional campaign is funded by the TPB and the members of the Metropolitan Washington Council of Governments. WMATA is a valued partner and funder of the Metropolitan Washington Council of Governments' Street Smart pedestrian and bicycle safety campaign. I am now asking that WMATA renews its contribution of \$150,000 for FY 2016.

The Street Smart campaign cautions drivers to slow down and watch out for people walking and biking. Messages are delivered in both English and Spanish via radio traffic sponsorships, TV commercials, online media, news stories, on-the-ground outreach, and outdoor media, including transit ads. I would like to acknowledge WMATA's generous support in the past of the National Capital Region Transportation Planning Board's "Street Smart" Pedestrian and Bicycle Safety Campaign. WMATA also ran pro bono transit advertising when space was available. WMATA staff served on the advisory group, and contributed heavily to the campaign creation process.

The Street Smart campaign benefits to WMATA include: broad-based passenger safety messaging, dedicated advertising revenue, and partnership in a major public service program. Street Smart campaign deployed outreach teams at Metrorail stations, as well as on bus corridors with heavy pedestrian traffic. I understand that in FY 2015 WMATA received \$84,325 in transit advertising revenue purchased as part of the Street Smart campaign. See the attached FY 2015 WMATA Summary and FY 2014 Annual Report for more details.

The Street Smart campaign has been successful in terms of increasing public awareness of the consequences of unsafe behaviors, changing reported pedestrian and motorist behavior, and leveraging earned media and local law enforcement efforts. The transit advertising has been particularly effective. In our 2014 post-campaign survey, 62% of the pedestrians in the Washington region could recall at least one of the Street Smart ads, and 51% of motorists could, too.



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As a unified regional campaign, Street Smart benefits from economies of scale in production and purchase of advertising, greater leveraging of federal funding from multiple recipients, and greater media attention than would be possible for an individual agency safety campaign.

For funds to be available for the Fall 2015 campaign, funding commitment letters should be sent to Director of Transportation Planning, Kanti Srikanth, at the address below by September 1st, 2015.

Should you have any questions about the campaign or the requested voluntary contribution, please contact Kanti Srikanth at (202) 962-3257. Thank you for your participation in this program that addresses one of our region's most critical needs: pedestrian and bicyclist safety.

Sincerely,

Philip Mendelson
Chair, National Capital Region
Transportation Planning Board

cc:

Kanti Srikanth, Director of Transportation Planning, MWCOG
James M. Dougherty, Chief Safety Officer, WMATA
Shyam Kannan, Managing Director, Office of Planning, WMATA
Barbara Richardson, Chief of Staff, WMATA